

WHAT IS CLAIMED IS:

1. A method for making multimedia content available to consumers, the method comprising:
 - accessing the multimedia content;
 - encoding the multimedia content in a format for distribution;
 - providing a package comprising the encoded multimedia content and metadata;
 - electronically distributing the package;
 - permitting the consumers to copy the electronically distributed package to a copied package; and
 - permitting the consumers to distribute the copied package.
2. The method of claim 1, wherein the multimedia content is at least one of a song, audio recording, television programs recording, film, video video-game and software application.
3. The method of claim 1, wherein the format is at least one of: mp3, wav, mpg, mpeg, mpv, mps, m2v, m1v, mpe, mpa, avi, mp4, m4e, ra, rm, ram, rv, wma, wmv, asx, asf, wm, qt, aac, m4a, acp, mp2, mp1, mpga, smi, smil, au, aif, aiff, aifc, 3gp, amr, awb, 3g2, snd, iff, 8svx, sf, smp, voc, wve, hcom, mod and nst.
4. The method of claim 1, wherein the step of distributing the package further comprises uploading the package to at least one of a top site, FTP site, Usenet site or Internet Relay Chat site.
5. The method of claim 1, wherein the step of distributing the package further comprises uploading the package to at least one of an Internet

web site pertaining to a consumer goods company, a particular good or service, and a musical artist.

6. The method of claim 1, wherein the metadata does not comprise Digital Rights Management.

7. The method of claim 1, wherein the metadata comprises an advertisement.

8. The method of claim 7, further comprising providing the metadata while the multimedia content is playing.

9. The method of claim 8, wherein the metadata is provided in at least one of a text display device, a video graphic display device, and an audio device.

10. A method for generating revenue for an artist, the method comprising:

making an audio recording;

providing the rights to the audio recording to a consumer goods company;

encoding the audio recording to a distributable format;

adding metadata to the audio recording to create a package,

wherein the metadata comprises an advertisement for at least one of a good and service;

electronically distributing the package and enabling anyone to copy and redistribute the package;

determining when the package is copied; and

providing compensation to the artist each time the package is copied.

11. The method of claim 9, further comprising receiving compensation from the consumer goods company each time the at least one of a good and service is purchased.

12. The method of claim 9, wherein the distributable format is MP3.

13. The method of claim 9, wherein the step of distributing the package further comprises uploading the package to at least one of a FTP site, Usenet site or Internet Relay Chat site.

14. The method of claim 9, wherein the step of distributing the package further comprises uploading the package to at least one of an Internet web site pertaining to a consumer goods company, a particular good or service, and a musical artist.

15. The method of claim 9, wherein the metadata does not comprise Digital Rights Management.

16. The method of claim 9, wherein the metadata comprises an advertisement.

17. The method of claim 15, further comprising providing the advertisement while the audio recording is playing.

18. A method for generating revenue for a consumer company, the method comprising:

- a) screening a pool of musical artists;
- b) selecting at least one musical artist from the pool of musical artists based upon predetermined criteria;
- c) branding a consumer good to selected musical artist; and
- d) receiving revenue from a sale of the consumer good.

19. The method of claim 18, further comprising the step of: disseminating at least one prerecorded musical composition performed by the musical artist such that the prerecorded musical composition is accessible via a distributed computer network.

20. A system for making multimedia content available to consumers, the system comprising:

- a memory that accesses the multimedia content, and that provides metadata;
- an encoder that encodes the multimedia content to a format for distribution;
- a combining module that provides a package comprising the encoded multimedia content and the metadata;
- a communication network for electronically distributing the package; and
- a license agreement that permits the consumers to copy the electronically distributed package to a copied package and that permits the consumers to distribute the copied package.

21. The system of claim 20, wherein the package does not contain any digital rights management.